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Kickstarter Data HW

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

Given the data provided, we can tell that over half of the Kickstarter Projects were successful, with a success rate of about 54% and a rate of 54.3% when including the live shows!

Another interesting find came while reviewing the “bonus” work. It was interesting to find that Kickstarts had the highest success rate when the goal for their project was under $1,000. There was an obvious trend in this data that showed the smaller the asking price, the more successful a Kickstarter was when it came to meeting their goal. It would be interesting to see that if presented the data, would the inventors of the Kickstarter reconsider their goal, if the opportunity presented itself.

One last interesting find was out of the 46,3246 backers, about 80%, were from the US. This may have been interesting and limiting because each Kickstarter may have accepted currency in USD.

1. **What are some limitations of this dataset?**

Limitations of this dataset include not showing every single Kickstarter that was created. Within the instructions, it lists that “only a third have made it through”, out of the 300k projects. Another limitation is that out of that third, we only worked with 4000 of the projects.

1. **What are some other possible tables and/or graphs that we could create?**

Other possible tables and/ or graphs that we could create are Kickstarter by which country had the most Kickstarter failures/successes/cancels and or live. With this data, I could have filtered out the most successful categories and subcategories vs unsuccessful categories and subcategory. We could also use the trendline per year and or month.

Another possible graph or table is to separate the Kickstarter campaigns and the currency each backer used while funding the campaign. This may have made a difference in how many backers donated to each Kickstarter.